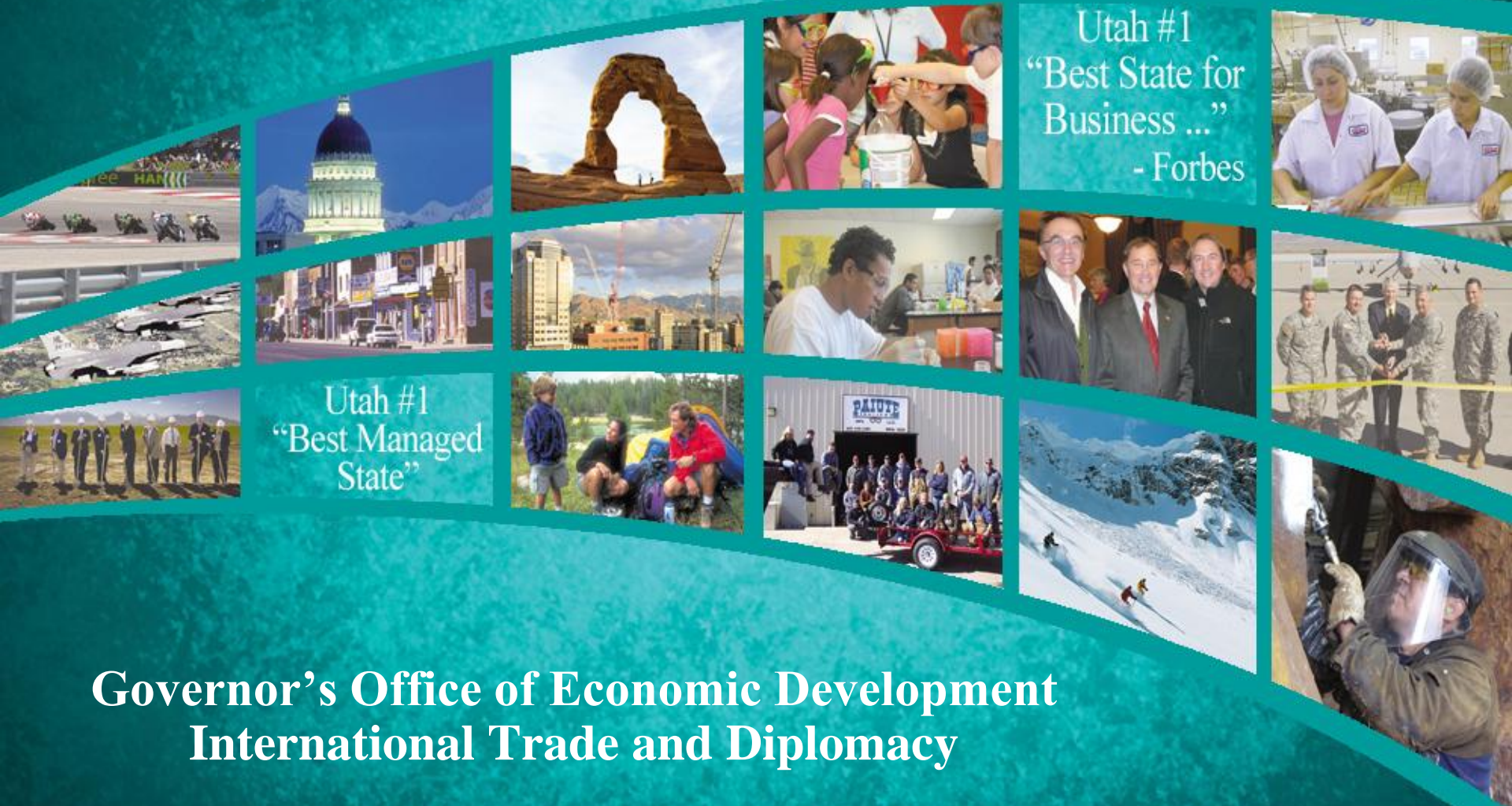




# Utah Governor's Office of Economic Development

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Utah #1  
“Best State for  
Business ...”  
- Forbes

Utah #1  
“Best Managed  
State”

Governor's Office of Economic Development  
International Trade and Diplomacy





Governor Gary R. Herbert has consistently worked to ensure that Utah continues to have an innovative and vibrant business environment. His vision, that ***Utah will lead the nation as the best performing economy and be recognized as a premier global business destination***, coupled with his four economic objectives, have assisted in creating near- and long-term plans.

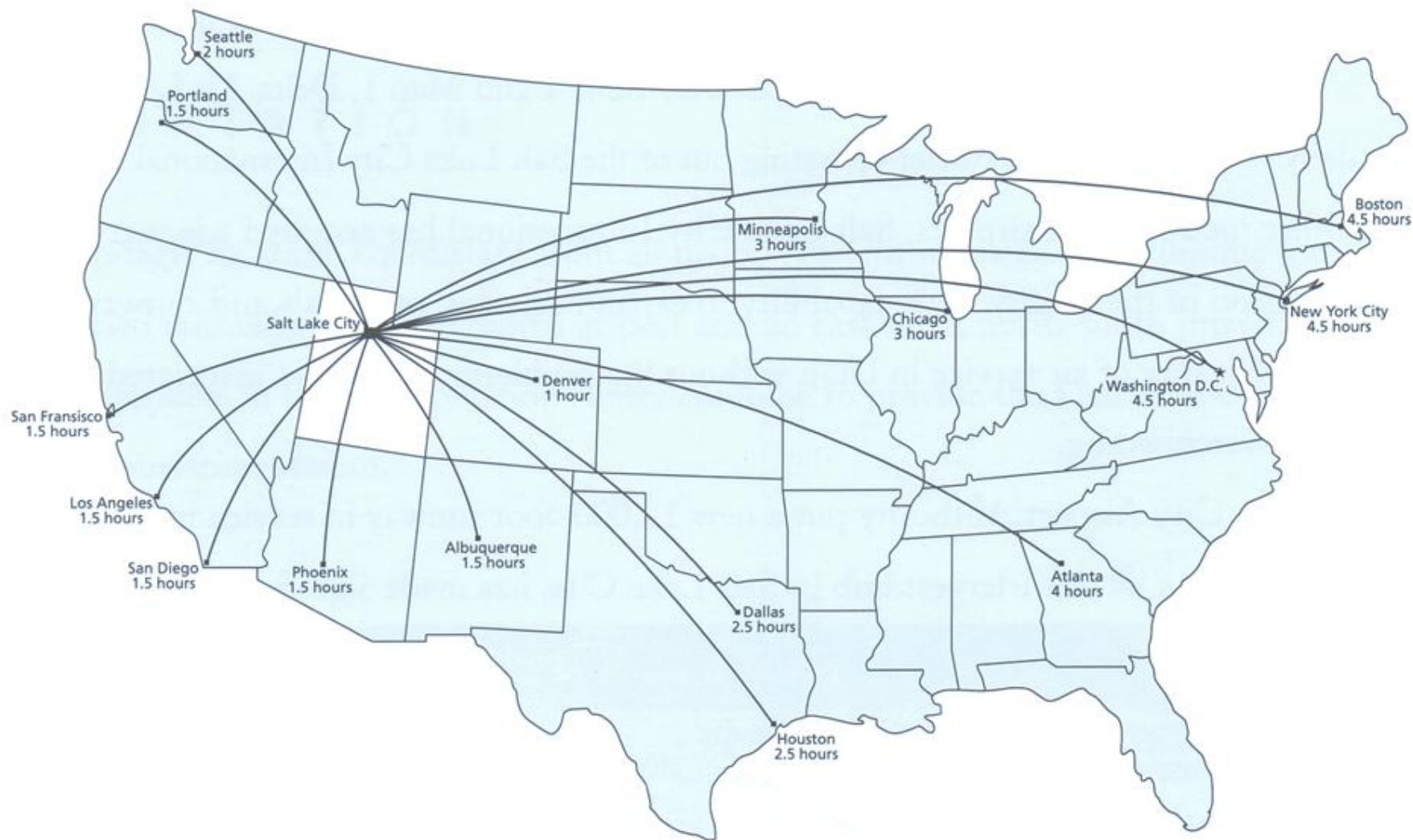
- 1.Strengthen and grow existing Utah businesses, both urban and rural**
- 2.Increase innovation, entrepreneurship and investment**
- 3.Increase national and international business**
- 4.Prioritize education to develop the workforce of the future**



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# Significant Utah Rankings

<u>Demographic</u>	<u>State Rank</u>	<u>Value</u>	<u>Period</u>	<u>Economic</u>	<u>State Rank</u>	<u>Value</u>	<u>Period</u>
Population Growth Rate	3rd	2.1%	2010	Employment Change	3rd	2.6%	Oct. 2011
Total Fertility Rate	1st	2.60	2008	Unemployment Rate	14h	6.4%	Nov. 2011
Life Expectancy	3rd	78.6 years	2000	Median Household Income	8th	\$59,857	2008-2010
Median Age	1st	29.2 years	2010	Average Wage	34th	\$39,282	2009
Household Size	1st	3.10 persons	2010	Per Capita Personal Income	49th	\$32,595	2010
<u>Social Indicators</u>				Total Personal Income (% Change)	12th	6.1%	Q2 10-Q2 11
Poverty Rate	3rd	9.1%	2008-2010				
Educational Attainment of persons 25+	high school degree: 7th	90.6%	2010				
	bachelor's degree: 18th	29.3%	2010				





# Utah's Top Ten

**1. Utah #1 “Best State For Business And Careers”**

*-Forbes Magazine, November 2011*

**2. Utah #1 for “Economic Outlook”**

*– ALEC*

**3. Utah #1 Best Business Climate**

*– Business Facilities Magazine, 2011*

**4. Utah #1 “Most Fiscally Fit State”**

*– Forbes Magazine, 2010*

**5. Utah #1 “Economic Dynamism”**

*– Kauffman Foundation Nov. 2010*

**6. Utah #1 “Best Managed State”**

*– Governing Magazine, 2009*

**7. Utah #1 “Best States to Live”**

*– Gallup Healthways*

**8. Utah #2 Top Pro-Business State**

*– Pollina Corporate, 2011*

**9. Salt Lake City among “15 Best New Cities for Business” worldwide**

*– Fortune Magazine, July 2011*

**10. Utah #5 for Venture Capital**

*– Kauffman Foundation, Nov. 2010*



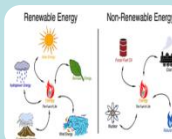
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# Utah's Targeted Economic Clusters

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**Aerospace & Defense**



**Energy & Natural Resources**



**Financial Services**



**Life Sciences**



**Outdoor Products**



**Software & IT**



# Utah Manufacturing

## Manufacturing increased 13% from 2005 to 2009

### 2005-09 Mfg. Data

#### Largest Subsector s >50% Mfg.

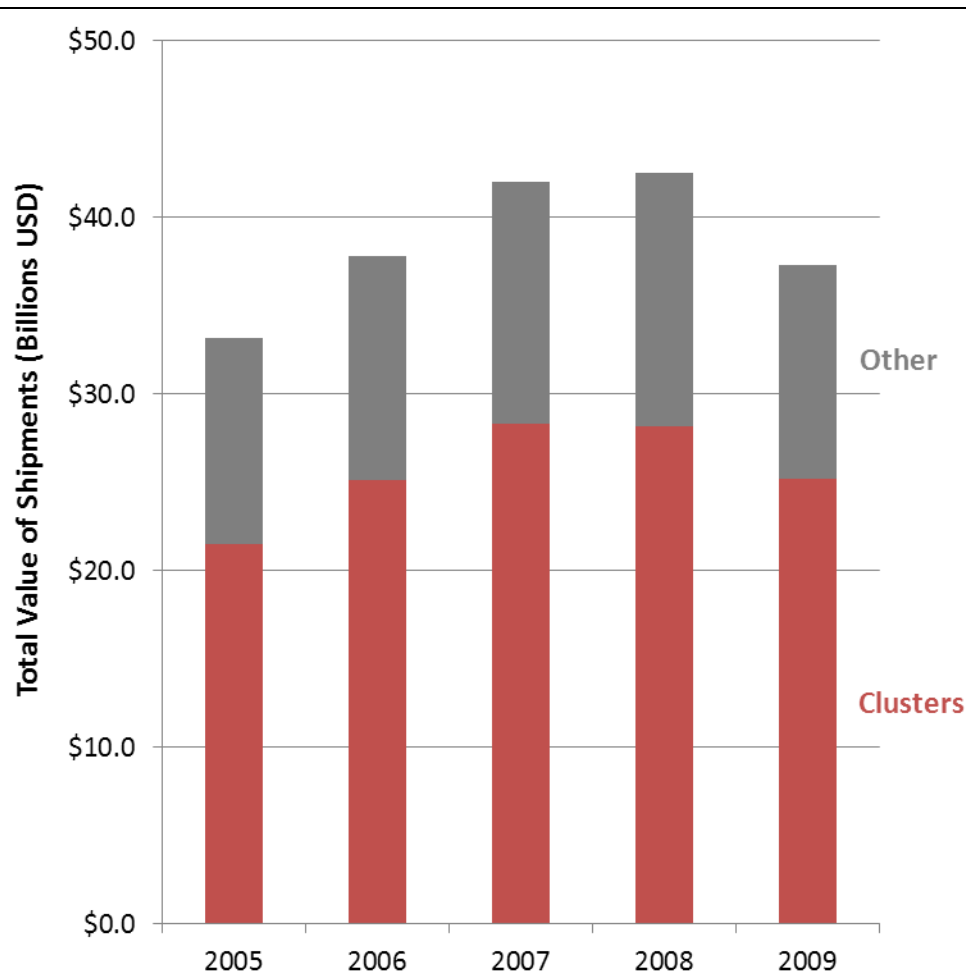
- Food
- Electronics
- Petroleum & coal
- Primary Metals

#### Semiconductor & Other Electronic Component Mfg.

- ↑163% from 2005-09

#### Pharmaceutical & Medicine Mfg.

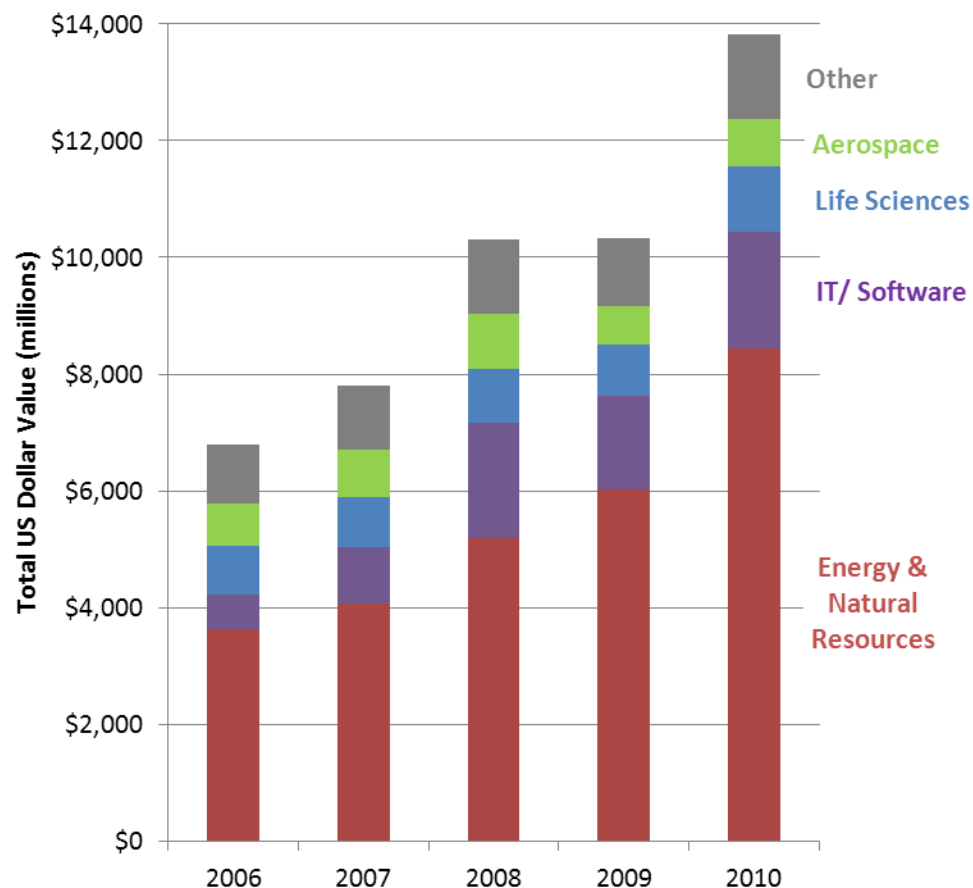
- ↑115% from 2005-09





# Utah Exports

**103% increase over 5 years**



## Growth Drivers

- Primary Metal Mfg.
- Electronic Mfg.

## Primary Metals

- 55% of 2010 exports
- 175% increase

## Electronics

- 14% of 2010 exports
- 237% increase

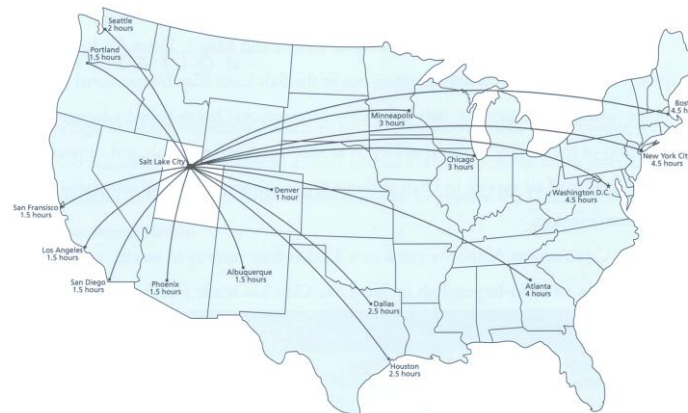
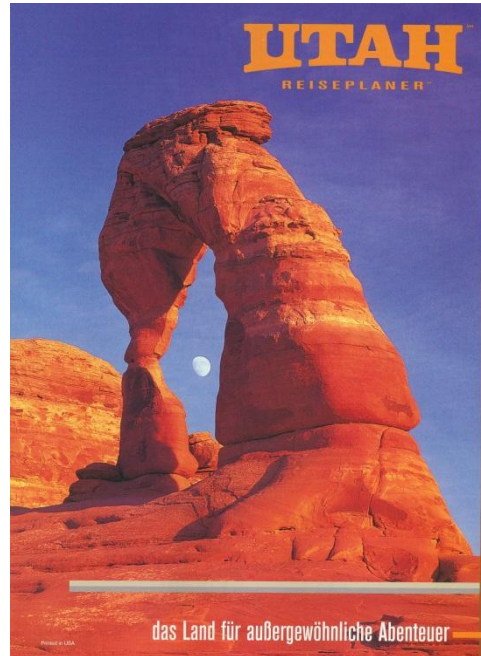




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# Connecting Utah to the World

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# Mission

- Increase International Trade
- Support Utah businesses, creating and sustaining jobs
- Leverage diplomatic contacts to capitalize on international Markets



## Goal #1

# Increase International Trade





# Increase International Trade

1. Identify and target Growth Industries
2. Target Core Clientele
3. Help Core Clients to develop New Business Opportunities
4. Effectively manage and leverage Trade Shows and Trade Missions



# Top 10 Utah Exports of 2010

Rank	Description	ANNUAL 2011
	<b>TOTAL ALL COMMODITIES</b>	19,009,620,561.
1	Nat Etc Pearls, Prec Etc Stones, Pr Met Etc; Coin	12,239,979,438.
2	Electric Machinery Etc; Sound Equip; Tv Equip; Pts	1,735,588,309.
3	Optic, Photo Etc, Medic Or Surgical Instrments Etc	751,292,396.
4	Industrial Machinery, Including Computers	596,208,349.
5	Miscellaneous Edible Preparations	362,727,672.
6	Vehicles, Except Railway Or Tramway, And Parts Etc	405,371,302.
7	Ores, Slag And Ash	421,933,738.
8	Essential Oils Etc; Perfumery, Cosmetic Etc Preps	204,433,336.
9	Tools, Cutlery Etc. Of Base Metal & Parts Thereof	127,841,851.
10	Explosives; Pyrotechnics; Matches; Pyro Alloys Etc	191,078,254.

In 2011, Utah Exported Over \$19 billion in Goods and Services (a 37% increase.)



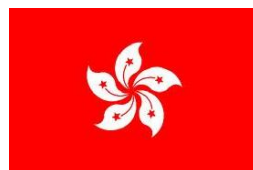
## Utah's Top Five Trade Partners for 2011

1. United Kingdom



\$6,719,968,893

2. Hong Kong



\$3,805,526,819

3. Canada



\$1,346,271,066

4. Thailand



\$707,597,555

5. Taiwan



\$696,513,584





# Increase International Trade

- Organizes and leads Utah companies on trade missions to decisive foreign markets as well as trade visits into Utah
  - 15 trade missions between 2005-2010
- Maintains international trade representatives abroad: Chile, Mexico, Japan, China, Korea, France, Belgium
- Hosts training seminars, lectures and networking functions with local and international experts
  - Over 47 seminars reaching 1,280 attendees



## Goal #2

Support Utah businesses,  
creating and sustaining jobs



# Support Utah businesses, creating and sustaining jobs

1. Establish a Strategic Contact Network to promote the State of Utah and Utah Companies
2. Leverage International Trade Representatives and their networks to assist Core Clientele
3. Coordinate efforts to help Companies evaluate/establish New Business Opportunities





## Support Utah businesses, creating and sustaining jobs

- International trade directly supported 96,086 jobs in Utah in 2011, up from 54,955 in 2007.
- Provides individual counseling to Utah businesses and connects them with strategic US organizations.
- Assists companies in developing opportunities to expand into international markets.
  - 495 companies assisted



# Support Utah businesses, creating and sustaining jobs

## Establish a Strategic Contact Network to Promote Utah / Utah Companies

### Trade Missions



**China**



**Mexico**





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# Support Utah businesses, creating and sustaining jobs

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**Russia**



**Germany**





# Support Utah businesses, creating and sustaining jobs

## A Short List of Foreign Investment in Utah Companies

United Kingdom	Canada	Japan
Johnson Matthey	Aero Tech Manufacturing	Komatsu Equipment Company
Jostens Learning Corp.	Elk Meadows Ski & Summer Resort	Murata Automatic Systems
Kennecott	Granville Constructors, Inc.	Mitsubishi
Lucus Western Inc.	Kinross Gold Corp.	Itochu
Evans & Sutherland	Sierra Forest Products, Inc.	Daifuku USA
McGregor Sea & Air Service	Trillium USA Inc.	Kasumi Group
Rio Tinto	United Alaska Fuels Corp.	FCC Construction Exports of Utah
Standard Optical Eyeworld	Wesbild Orem Inc.	ICIS
		Kintetsu World Express (U.S.A.) Inc.

Switzerland	China (Hong Kong)
Garaventa / Ctec, Inc.	Coca-Cola Bottling (Swire Pacific Holdings, Inc.)
Nestle Foods / Stouffer's Frozen Foods	UP International



# Support Utah businesses, creating and sustaining jobs

## What does the World have to offer Utah?

- Trade Representatives work within their respective countries/regions to promote Utah
- Trade Representatives also make key business contacts and help foreign businesses enter Utah markets.

### **Seven Trade Representatives**

Japan, China, Korea, Chile, Mexico, Belgium, France



# Support Utah businesses, creating and sustaining jobs

## Coordinate Efforts to Help Companies Evaluate/Establish New Business Opportunities

Working Together

- ITDO advises companies as they master the process of exporting goods and services.







# Support Utah businesses creating and sustaining job

## A Few Utah Companies That Have Requested Assistance

Hallen Technologies

DPA

JLB, Inc.

IMSI Group

Overstock.com

Sprinkler World

Mossback, LLC

Stephen's International

E. Excel International

BYU MBA Group

Campbell Scientific, Inc.

Imotics

C.R. England

Young's Machine Company

Nature's Passion

Nomen Global

Scenic Route Paper Co.

Q Comm

Roberts and Schaefer

Gift in a Balloon

WaterLog

Sparkling Yogurt

CCI Concrete

Kirton McConkie Law

Envirocare

Power Innovations

BYU Technology Transfer

Martin Door Manufacturing

Optima Powerware, Inc.

Gslcc

Traskbritt

Glo Germ Company

NutraNomics, Inc.

Data Chem Laboratories, Inc.

The Grand America Hotel

Econova

Groen Brothers Aviation, Inc.

Juniper Systems, Inc.

Peak Minerals-Azomite, Inc.

GlobalSim

American Biotech Laboratories

Bio Meridian

Broadcast International, Inc.

Salt Lake International Airport

Linux Networkx

Cedar Bear Naturales

Monotrac Articulations

BodyGuard Technologies

Ted Davies

Ultradent

Nature's Sunshine

Kendall & Associates

Deseret News

Century SoftwareTestOut

Concrete Coatings

U of U (MBA Study Missions)

OC Tanner

Cirque Corporation

MantiCore Pharmaceutical Co.

Amber Technology

HASCO

HDE Solutions

Hitado

NuSkin

Sichelschmidt

Sprick Fahrraeder GmbH & Co.

Staats Bicycles

Wirthlin Worldwide Inc.

Black Sealants

PowerQuest

Phonex

Colorado Engineering

EarthFax Engineering

Computerized Thermal Imaging

Van Henderson Livestock

Westminster College (Internships)

10X Marketing

Globalization Group

EpEternal

Nomen Global Language

Neways

White Sands



## Goal #3

# Leverage Diplomatic Hosting



# Leverage Diplomatic Hosting

1. Collaborate effectively with Partners to make Delegation Visits successful
2. Create Standard Processes and Procedures
3. Help Core Clients to develop and execute New Opportunities





## Collaborate Effectively With Partners to Make Delegation Visits Successful

Hosting Foreign  
Delegations and  
Organizing Diplomatic  
Missions





ITDO also serves as the State's Diplomacy Advisor and leverages Diplomatic Contacts to develop and expand Foreign Markets for Utah.



Governor Herbert with the  
Ambassador of Kenya



Governor Herbert with the  
Ambassador of Cambodia





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# Leverage Diplomatic Hosting

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Governor Herbert and  
Franz Kolb receiving the  
Consul General of Israel

Franz Kolb with a  
Delegation from  
Kazakhstan at the Capitol







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# Leverage Diplomatic Hosting

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Franz Kolb in a presentation to  
Representatives from several  
Baltic States

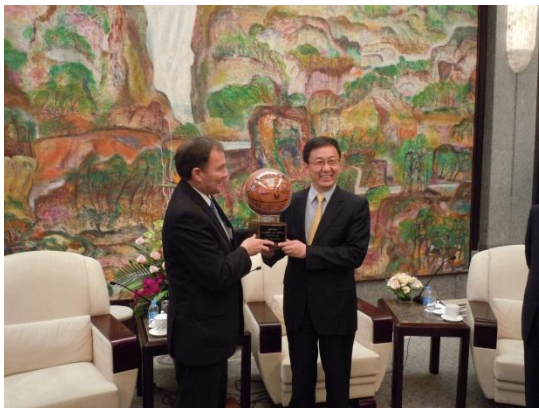
Governor Herbert meets with a  
delegation from Estonia





# Effectively Lead and Leverage Trade Shows and Trade Missions

## Governor Herbert and representatives from ITDO and Utah businesses in China







## Create Standard Processes And Procedures

### Promoting A Good Image of Utah for Foreign Delegations

- ITDO and Partners follow an organized Diplomatic Hosting Protocol to ensure that Foreign Delegations and Ambassadors enjoy their visit to Utah.
- Delegations and Ambassadors usually meet with Governor Herbert and local business leaders.





# Utah Consular Corps

The Utah Consular Corps consist of career or honorary Consuls General, Consuls, or Vice Consuls appointed by the Heads of State of their respective countries and duly accredited by the United States Government.

**Consular officers have two primary responsibilities:**

1) ***To officially develop economic, commercial, scientific and cultural relations between the country they represent and the area in which they serve.*** Increasingly this means promoting commerce - trade, technology-transfer and investment - both ways. Consulates facilitate scientific, academic, cultural, business and professional exchange. They make arrangements for official visits in both directions. Consulates are a source of information on the country they represent: the economy, the society, culture, and tourism.

2) ***To safeguard the interests of the sending country and its citizens traveling or resident in their consular district.*** Traditionally these include issuing passports and other official documents (and visas for others to visit their country), helping travelers in distress, signing death certificates, legalizing or delivering official documents, and assisting travelers who have trouble with local law enforcement or immigration authorities.

**There are Utah Consular Officers to 31 different countries:**

Austria	Finland	Mexico	Russia
Brazil	France	Mongolia	South Africa
Belgium	Germany	Morocco	Spain
Canada	Great Britain	Netherlands	Sweden
Chile	Hungary	New Zealand	Switzerland
Czech Republic	Iceland	Norway	Uruguay
Denmark	Italy	Peru	Ukraine
El Salvador	Kyrgyzstan	Romania	



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# Leverage Diplomatic Hosting

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## Our Partners in Diplomatic Hosting



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**UtahState**  
UNIVERSITY



# Educating UT Businesses

- Over 1,500 individuals reached through 52 training events:
  - Brown Bag Lunch Series on Exporting
  - International Networking Seminar
  - Doing Business in India
  - Doing Business in the MENA Region
  - Women in International Business
  - Business Opportunities in Piura, Peru
  - Utah-Europe Days 2012 (5 total seminars)
  - Doing Business in China

Website: <http://business.utah.gov>





# Inward Trade Missions

- 2-3 days
- Cover all local expenses (except airfare)
- Hospitality arrangements
- Transportation
- Agenda
- Businesses luncheon open to business community
- One-on-One meetings
- Visits with Utah companies of interest
- Private dinner with key professionals
- Meeting with the Governor if appropriate



## STAFF

- Brett Heimburger, Regional Director, Asia
- Franz Kolb, Regional Director, Europe, Middle East, Africa & India
- Harvey Scott, Regional Director, Americas
- Aaron Neuenschwander, Trade & Hosting Coordinator



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[business.utah.gov](http://business.utah.gov)